

Sega slap seven writs on Italian copiers

ARMED security guards stood alongside video games at an international trade show in Italy last week, in a well-organized legal assault. Two Italian attorneys and a court official slapped restriction orders on seven different

games section of the massive show completely by surprise. Although Atari had previously taken action in Italy in respect of copying of their successful *Combat* game following last year's Easica show in Rome, and at last year's Milan Fair Summer, Com issued warnings relating to alleged copies of the *Konami Scramble*, this was the first time an actual order had been served on

anyone in the Italian industry during a trade show. The companies served with restriction orders were: B.E.M. Set of Milan; World Electronic Co. of Rimini; Di. Co. Ma. of Padova; BB Fibreglass Line of Breda; D.G.M. of Milan; Domino Electronics of Rimini; and Eletronica Set of Firenze.

Further orders relating to equipment exhibited through

other companies were also being sought, I gathered.

Although Sega's action caught many by surprise, it was generally welcomed throughout the Italian trade. The obtaining of a restriction order is being acknowledged as a great triumph in the copyright battle, the Milan judge having implied there is an infringement of a copyright work.

The restriction order basically allowed Sega's Italian attorneys to take photographic evidence of the screen and board and to take written evidence through a judiciary officer of the Milan Court. Sega's attorneys, Dr. Carlo Pavesi and Maurizio Bernani of Pavia e Asti, then had eight days in which to present a case in the Court of Milan, at which the evidence taken at the Milan Fair can be presented as proof of my claim.

Sega's attorneys left the Milan Fair confident that a good job's work was just the start of a successful action bound to have the right effect on the Italian video games manufacturing industry.

Marino Zaccaria, Sega's main distributor in Italy, applauded the action, hoping it would have a vital impact in the industry not only in his country but throughout Europe.

The pictures on this page show the attorneys leaving with a B.E.M. of Milan, left, and World Electronic Co.

By GERRY WISE

